

# L A K E H I L L

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## P R E P A R A T O R Y S C H O O L

**Available Position: Director of Marketing and Community Relations**

**Reports to: Assistant Headmaster**

**Classification: Exempt, Full Time**

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**About Lakehill:** Established in 1971, Lakehill Preparatory School is an independent college preparatory school for students in kindergarten through grade 12. The mission of Lakehill Preparatory School is to guide motivated students to learn with curiosity, lead with confidence, and serve with compassion. Our challenging and nurturing educational community inspires students to become collaborative problem-solvers who live with integrity.

**Summary:** The Director of Marketing and Community Relations is responsible for the overall marketing and communications program through effective, professional communications with internal and external audiences to attract and retain students and build the School's public profile.

### **QUALIFICATIONS:**

#### **Education and Experience**

- Bachelor's degree in marketing, communications, journalism, public relations, or other related communications or business field
- Minimum 5-7 years of professional experience in marketing, communications, or advancement
- School marketing and communications experience preferred

#### **Knowledge/Skills**

- In-depth knowledge and skill in the use of digital, web-based, and social media marketing
- Experience in managing and maintaining websites
- Creative skills in brand-consistent messaging and marketing campaigns
- Effective organizational, interpersonal, and customer service skills
- Strong skills in writing, proofreading, and editing
- Ability to meet established deadlines in a fast-paced environment while prioritizing and multitasking, with keen attention to detail
- Ability to work efficiently and effectively, both independently and in collaboration with others
- Proficiency in Microsoft Office suite, Word Press, RenWeb, Constant Contact, and Photoshop; knowledge of other Adobe Creative Cloud applications
- Familiarity with digital photography and video production

### **DUTIES AND RESPONSIBILITIES:**

#### **Marketing and Communications**

- Develop and manage the production of promotional marketing campaigns aimed at strengthening the School's brand in the community and increasing student enrollment
- Implement digital communications strategy to engage users and facilitate a positive user experience through the School's website and digital marketing
- Manage official Lakehill social media accounts, including Facebook, Twitter, Instagram, and LinkedIn
- Manage and maintain the School website
- Create original content for a variety of communications, including all social media, e-blasts, weekly newsletter, and promotional pieces

- Identify and coordinate photography and video needs; manage photo archives through SmugMug
- Attend school meetings, activities, and events in order to stay abreast of school news and to gather information for publication, media use, and promotion
- Develop and edit content and promotional materials for Admissions, Athletics, Development, College Counseling, Summer Camps, and the Parent Faculty Club
- Stay connected and up-to-date on community happenings that may impact and/or provide opportunity for furthering the goals of the School
- Manage the advertising and promotions budget
- Maintain a professional level of confidentiality regarding all matters

**Other**

- Perform other duties as assigned
- Office hours: Monday-Friday, 7:30 a.m. - 4:30 p.m.
- Position requires enthusiastic willingness to work occasional after-hours and weekends
- May be required to lift and carry boxes of materials and equipment weighing 25-50 pounds
- Ability to work with children and adults in indoor and outdoor settings

**APPLICATION REQUIREMENTS:**

Please submit cover letter and résumé to Assistant Headmaster Patti Frullo at [pfrullo@lakehillprep.org](mailto:pfrullo@lakehillprep.org) with subject line, "Application for Director of Marketing and Community Relations."